

NUMBER LIB - 1**PROPOSED COUNCIL STUDY ISSUE**For Calendar Year: 04-05New X

Previous Year (below line/defer) _____

Issue: Funding for Library Materials (revised by Council direction at Study Issues Workshop on December 16, 2004)

Lead Department: Library

General Plan Element or Sub-Element: Library

1. What are the key elements of the issue? What precipitated it?

The study of children's materials funding, initially requested by the Board of Library Trustees, was changed per Council direction at the study issue workshop on December 16, 2004. On that date, the Council requested that rather than studying only the children's materials budget, the entire library materials budget should be analyzed. The original study issue was initiated because, although the City Council expressed a high level of support for children's materials, \$40,000 was removed from the operating budget. The removal of the \$40,000 placed the children's materials budget back to its FY 01-02 level. At that time, this amount was found to be inadequate to meet the needs of the children of Sunnyvale. An analysis comparing the children's materials budget to that of similar libraries was undertaken with the finding that Sunnyvale's per capita spending was the lowest of all the libraries surveyed.

Library staff will conduct a similar study comparing Sunnyvale's library materials budget with those of libraries from cities with similar demographics and levels of economic and educational attainment. Library use patterns, materials' allocations and per capita spending will be examined along with historical information on how expenditures and turnover rates of library materials have changed over the last decade.

The use of all library materials has increased steadily over the last decade as indicated by circulation statistics and high turnover rates. The changing demographics of Sunnyvale and advances in technology have necessitated a shift in funding to include more materials in other languages and to make available information in electronic and other formats. At the same time, the cost of all library materials has risen, giving us less spending power and making it more difficult to keep up with the heavy demands of our customers.

2. How does this relate to the General Plan or existing City Policy?

The following goals, policies and action statements were taken from the Library Sub-element, approved by the City Council on April 8, 2003.

Policy 6.2A.1: Provide a collection of materials in print, audiovisual and electronic formats in support of all library services.

Action Statements:

- 6.2A.1a. Provide a collection of adequate size, quality and diversity that reflects the changing needs of its customers
- 6.2A.1b. Acquire and maintain current and relevant materials in response to community interest and demand
- 6.2A.1c. Explore the addition of new formats as technologies change and customer interest indicates
- 6.2A.1d. Provide collection formats commensurate with those in high quality public libraries in California

Policy 6.2A.2: Give high priority to the collection of materials for children and their parents, teachers and care givers.

Action Statements:

- 6.2A.2a. Select multiple copies of most wanted titles for children
- 6.2A.2b. Promote childhood literacy
- 6.2A.2c. Provide materials about non-fiction subjects at multiple reading levels to meet the changing needs of children who are learning English as a second language
- 6.2A.2d. Keep the children's collection attractive, up-to-date and representative of the best in children's literature by replacing worn and dated materials with new items
- 6.2A.2e. Support the efforts of parents and caregivers to find children's materials

Policy 6.2A.3: Give high priority to the development of the collection that supports reference services

Action Statements:

- 6.2A.3a. Provide a current and relevant collection of reference resources
- 6.2A.3b. Promote community economic development and the financial well-being of residents by providing business and investment materials
- 6.2A.3c. Provide a collection of patents and trademarks
- 6.2A.3d. Cooperate with the City Department of Employment Development to provide resources and services to local employers and job seekers
- 6.2A.3e. Promote the appreciation of local history through a Sunnyvale Collection
- 6.2A.3f. Examine the needs of the community for new specialized collections

Policy 6.2A.4: Give high priority to providing educational support for library users of all ages**Action Statements:**

- 6.2A.4a. Provide materials and services for students in formal education programs
- 6.2A.4b. Provide materials and services for independent learners engaged in seeking knowledge and skills through self-directed endeavors
- 6.2A.4c. Explore the provision of library materials and services through an adult literacy program with special focus on English as a Second Language
- 6.2A.4d. Support and advise the schools to encourage them to develop school libraries

Policy 6.2A.5: Give high priority to developing the Library's collection of Popular Materials**Action Statements:**

- 6.2A.5a. Provide multiple copies of titles that are in demand, such as customer requests and best seller lists
- 6.2A.5b. Provide popular materials in languages that reflect languages read and spoken in Sunnyvale
- 6.2A.5c. Provide a collection of media
- 6.2A.5d. Provide a current and changing collection for Teens
- 6.2A.5e. Provide large print and recorded books for older residents and the visually impaired
- 6.2A.5f. Emphasize the acquisition of materials of general interest

3. Origin of issue:**Council Member(s):**Revision to Study Issue made
by Councilmember Howe at
December 16 meeting**General Plan:****City Staff:****Board or Commission (identify name of the advisory body from the list below):**

Board of Library Trustees

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Board or Commission ranked this study issue _____ of _____**Board or Commission ranking comments:**

4. Multiple Year Project? Yes ___ No X Expected Year Completed 2005
5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):
- (a) Estimated work hours from the lead department 100
- (b) Estimated work hours from consultant(s) if applicable: _____
- (c) Estimated work hours from the City Attorney's Office: _____
- (d) Estimated work hours from Finance: _____
- (e) Estimated work hours from other department(s):
- Department: _____
- Department: _____
- Department: _____
- Total Estimated Hours: 100
6. Expected participation involved in the study issue process?
- (a) Does Council need to approve a work plan? Yes ___ No X
- (b) Does this issue require review by a Board/Commission? If so, please list below: Yes ___ No ___
- _____
- (c) Is a Council Study Session anticipated? Yes X No ___
- _____
- (d) What is the public participation process?
- The draft report will be presented at a public meeting of the Board of Library Trustees where public comments are welcomed. Information concerning this issue will be available in the library as well.
7. Cost of Study: Please mark appropriate item below.
- X Costs covered in operating budget - Program 636
- ___ Costs covered by project - <project name>
- ___ Budget modification needed for study - <\$ Amount>

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range					
Operating expenditure range		X			
New revenues/savings range					

Explain impact briefly: It is difficult to estimate what the result of the final outcome of this study will be, however it is anticipated that the operating budget should be increased to its FY03-04 level.

9. Staff Recommendation for this calendar year:


"For" Study X Explain: With the direction of the City Council and the recommendation of the Library Board of Trustees, the staff also recommends the study at this time.

"Against" Study Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation

Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by


Department Director

1/7/05
Date

Approved by


City Manager

1/18/05
Date